MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

PWC1010–WORKPLACE COMMUNICATION

(All sections)

29 MAY 2017
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** printed pages with **2** sections.
2. Answer **ALL** questions.
3. Write all your answers in the answer booklet provided.

SECTION A: CASE STUDY [30 MARKS]

Question 1 [15 marks]
Instructions: Read the following case and answer the questions that follow.

It is 9:45 a.m., and all meeting participants have arrived except for the chairperson, Mr Don. While waiting for him, everyone takes the opportunity to mingle and discuss on their progress on the bridge project. Not only that, they also complain about the current traffic conditions especially a few days before the end of the year. Amongst the participants are Mr Anuar, from ANB Energy Berhad (AEB); Mr Roslan, from the Road and Transport Department; Mr Lim, from the City Council and Mr Zack, from CM Engineering. The meeting is supposed to start at 10:00 a.m. and all of them are already there. Since the casual conversation before the meeting is interesting, the participants do not realise that it is already 10:15 a.m. and the meeting has yet to start. A few minutes later, Suzy, Mr Don's secretary announces that her boss will be there in about 30 minutes since he is still stuck in a traffic jam en-route to the Kuala Lumpur office. He was away for a vacation with his family in Penang for the past few days.

After another 30 minutes, Mr Don is still nowhere to be seen, and the participants begin to feel uncomfortable and start to show their discontent. Only five minutes after that, Mr Don appears at the meeting room door, panting, obviously the result of his race against time. He apologises and briefly states his reasons for arriving late. Then, the meeting starts, but Mr Don seems unsure about the agenda for the meeting that he has to communicate regularly with Suzy during the meeting.

Half an hour later, while Mr Zack is explaining the problems at the project site, Mr Anuar from AEB stands and states that he has another appointment with a representative of a government agency in the next hour that he has to leave the meeting immediately. The rest of the meeting participants seem obviously upset since without Mr Anuar, any important decision about the power supply, which is also the main agenda for the meeting, cannot be finalised. Now, they shift their attention to Mr Don who begins to look nervous. They know that they have wasted their time being there. "I would suggest that we meet again, perhaps next week, to discuss about the power supply issues," suggests Mr Roslan, who is obviously frustrated with the whole episode. Almost everybody agrees with the decision, and Mr Don apologises again before he ends the meeting.

i. Describe two of Mr Don's mistakes in the case study above.
(4 marks)

ii. What should Mr Don have done before the meeting to avoid such a problem?
(2 marks)

iii. Is Mr Anuar's decision to leave the meeting early appropriate? Provide two justifications for your stance.
(3 marks)

Continued...

iv. As the chairperson, what should Mr Don do just before the start and at the beginning of the meeting? Identify six actions in your answer.

(6 marks)

Question 2 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Champion Canadian snowboarder Mike Closky reflects on his public speaking experience with the Esteem team and its impact. "Never would I have imagined that what I do, who I am, and what I say could positively affect so many young people across British Columbia," he writes on the Esteem team's web site. As he recounts his public speaking experiences in grade school, Mike writes, "Gone are the days of cue cards and sweaty palms. I used to shake and sweat profusely whenever I had to do presentations. I have now learnt to effectively overcome the anxiety attacks having to deal with speaking to a large audience on a regular basis. Still with me, though, are the occasional butterflies in the stomach when I walk into the gymnasium filled with eager students awaiting the spoken words from some national team snowboarder named "Mike". For me, the anxiety lies in the enormous amount of responsibility I possess for exactly 60 minutes. Imagine having the full attention of 200-300 students who are all at that magical impressionable age.

The key to developing and delivering valuable presentations is gathering feedback, and the feedback from the presentations of Esteem team says the programme is working. Almost 90 per cent of students rank the Esteem team presentations as good or excellent, and educators report that the students enjoy the variety of techniques that the athletes use in their presentations. The students also feel that the visual aids used by the presenters have helped to enhance the presentations further. Comments about presenters such as "captivating speaker with the right mix of humour and a fabulous message" and "wonderful job of speaking to the level of the students" were often made. "Often speakers speak down to children, but he did not do so and was very engaging". These comments clearly reflect the importance of effective audience analysis.

i. What questions should the Esteem Team athletes ask themselves about their anticipated audiences prior to conducting a presentation?

(3 marks)

ii. Why is simplicity important in an oral presentation, and why is it particularly important for school children?

(4 marks)

iii. Discuss three reasons why visual aids are critical in a presentation.

(6 marks)

iv. State four techniques that could have helped Mike to overcome stage fright.

(2 marks)

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SECTION B: WRITTEN COMMUNICATION QUESTION [30 MARKS]

Question 1 [15 marks]
Instructions: Write a **memo** of about 200 words based on the scenario below.

A representative from the Domestic Trade Department is coming for a visit to your company since you have been named the CEO of the Year by the "Trade and Consumer" magazine. Therefore, you want your staff to maintain the company's image and reputation by behaving well and doing the right thing throughout the visit. Send a memo to all employees mentioning the event and list at least three things all staff have to do or adhere to.

You have to invent the necessary details.

Question 2 [15 marks]
Instructions: Write a letter of about 200 words based on the information below using the **fully blocked format** and **open punctuation**.

Imagine an ideal job for which you would like to apply. With this job in mind, write an unsolicited letter of application to a prospective employer and ask for an interview.

End of Paper